

Transparency Market Research



Education Technology (Ed Tech) and Smart Classroom Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2022

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REPORT DESCRIPTION

Governments across the globe have been increasing investments in education due to its effectiveness in reducing inequality and poverty and thereby making a country prosperous. Further, education encourages creativity, imagination and knowledge among students, which helps them to gain better opportunities and help in becoming better members in the society. Thus, inculcating technology in education can provide better understanding of concepts to students and help tutor to provide quality education. A smart classroom uses all interactive modules such as audio, video and presentations in order to provide visually attractive conceptual knowledge, which are more appealing to the students. A smart classroom can be created in any school through creation of a knowledge center. The center provides necessary content in form of videos and animation as per the lesson plan through internet. The main advantage of a smart classroom is its adaptability according to all kinds of students irrespective of their learning capability. Thus, a tutor is able to focus on a particular student if he or she is lagging behind in a particular subject.

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Moreover, today's education can also be delivered to households through the use of internet. Most of the households are connected through internet and a large number of students can gain access to education through use of internet based e-learning. Thus, the role of educational technology (Ed Tech) becomes prominent in providing interactive educational content in and out of classroom to students. Ed Tech and smart classrooms helps in improving the e-learning system by combining learning and performance evaluation methods through creating the technological resources and processes in a suitable fashion.

Ed Tech and smart classroom consists of audio and video tools such as speakers, projectors and microphones, mobile devices and personal computers, internet based devices, social networks system, digital boards and performance evaluation software. Thus, the Ed Tech and smart classroom market can be categorized on the basis of educational hardware and educational software. Further, according to educational system, the market can be categorized as Learning Management Systems (LMS), Classroom Management Systems, Classroom Content Management Systems (LCMS), Student Response and Assessment Systems (SRS), Content Creation Systems and Enterprise Resource Planning software. Ed Tech and smart classroom is expected to find more application in preschool, K-12, higher education and special school for disabled children.

Some of the major factors driving Ed Tech and smart classroom market include ease of use in teaching, and increased technological awareness and internet connectivity among population. Further, many countries are adopting digital or e-learning education in order to enhance literacy rate among population. However, the high initial cost required to setup the smart classroom and the adaptability of e-learning among existing educational system is a challenge for this market. The adoption of Ed Tech and smart classroom has been highest in North America and Europe. During the coming years, emerging regions such as Asia Pacific and Latin America are expected to experience increasing demand of Ed Tech and smart classroom market.

Some of the key players in the Ed Tech and smart classroom market are Apple Inc., Knewton, Inc., Blackboard Inc., Dell Inc., Cisco Systems Inc., Discovery Communications, Inc., IBM corp., Dynavox Systems LLC, NIIT Technologies Ltd., Lenovo Group Ltd., Microsoft Corporation, Saba Software, Inc. and Panasonic Corporation.

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Transparency Market Research (TMR) is a global market intelligence company, providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers. TMR's experienced team of Analysts, Researchers, and Consultants, use proprietary data sources and various tools and techniques to gather and analyze information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

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